Express Mail No. EK170580463US

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

UV/192

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

SYSTEM AND METHOD FOR METADATA-LINKED ADVERTISEMENTS

the specification of which

(check

[X] is attached hereto

one)

[] was filed on Application Serial No. and was amended on

_as

(if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I do not know and do not believe that the invention was ever patented or described in any printed publication in any country before my or our invention thereof or more than one year prior to this application.

I do not know and do not believe that the invention was in public use or on sale in the United States of America more than one year prior to this application.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, ' 1.56.

I hereby claim foreign priority benefits under Title 35, United States Code, '119 of any foreign application(s) for patent or inventor's certificate listed below and have also identified below any foreign application for patent or inventor's certificate having a filing date before that of the application on which priority is claimed:

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FITOT TOTE	eign Application	1(5)			Prior Claim		
(Number)	(Country)	(Day/Month/)	ear Filed		[] Yes	[] No	
(Number)	(Country)	(Day/Month/)	ear Filed	1)	[] Yes	[] No	
Code ' 119 application	I hereby claim the benefit under Title 35, United States Code ' 119(e) of any United States provisional application(s) listed below. 60/193,948 March 31, 2000 (Filing Date)						
I hereby claim the benefit under Title 35, United States Code, '120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, '112, I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known by me to be material to patentability as defined in Title 37, Code of Federal Regulations, '1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:							
(Applica (patented,	ation Serial No.	.) (Filir	g Date)		·		
			pendi	.ng,	aband	loned}	
(Applica (patented,	ation Serial No.	.) (Filir	g Date)	(Sta	tus)		
			pendi	.ng,	aband	loned)	
attorneys	d inventor, I he or agents to pr all business in	cosecute this	applicat	ion .	and		

 Jeffrey H. Ingerman, Esq. (Reg. No. 31,069);
Matthew T. Byrne, Esq. (Req. No. 40,934);
 Scott H. Kaliko, (Reg. No. 45,786); and
James A. Leiz, (Reg. No. 46,109).

Trademark Office connected therewith:

Matthew T. Byrne

FISH & NEAVE

1251 Avenue of the Americas New York, New York 10020-1104

Direct telephone calls to:

Matthew T. Byrne (212) 596-9000

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Sean	S.	Moore
3	ean	ean S.

First Inventor's signature

3.28.01

Date

Residence 2624 East 14th Street, Tulsa, Oklahoma 74104

Citizenship <u>USA</u>

Post Office Address same

Full name of second joint inventor David Berezowski

Second Inventor's signature

Date

Residence 6706 South 91st East Avenue, Tulsa, Oklahoma 74133

Citizenship USA

Post Office Address same

Full name of third joint inventor Todd A. Walker

Third Inventor's signature

Date

Residence 11126 South 70th East Avenue, Bixby, Oklahoma 74008

Citizenship USA

Full name of fourth inventor $\underline{\text{Michael D. Ellis}}$

Fourth Inventor's signature

Date

Residence 1300 Kingwood Place, Boulder, Colorado 80304

Citizenship USA

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and was amended on _____.
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Prior Foreign	Application	(s)
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			Prio Clai	-
(Number)	(Country)	(Day/Month/Year Filed)	[] Yes	[] No
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60/193,948 March 31, 2000 (Application Serial No.) (Filing Date)

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___(Application Serial No.) (Filing Date) (Status) (patented,

pending, abandoned)

__(Application Serial No.) (Filing Date) (Status) (patented,

pending, abandoned)

As a named inventor, I hereby appoint the following attorneys or agents to prosecute this application and transact all business in the United States Patent and Trademark Office connected therewith:

Jeffrey H. Ingerman, Esq. (Reg. No. 31,069);

Matthew T. Byrne, Esq. (Reg. No. 40,934);
Scott H. Kaliko, (Reg. No. 45,786); and
James A. Leiz, (Reg. No. 46,109).

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Full name of first inventor Sean S. Moore

First Inventor's signature

Date Residence 2624 East 14th Street, Tulsa, Oklahoma 74104

Citizenship USA

Post Office Address same

Full name of second joint inventor David Berezowski

Second Inventor's signature Land Bargoush 3-36 2001

Residence 6706 South 91st East Avenue, Tulsa, Oklahoma 74133 Citizenship USA

Post Office Address same

Full name of third joint inventor Todd A. Walker

Third Inventor's signature

Residence 11126 South 70th East Avenue, Bixby, Oklahoma 74008 Citizenship USA

Full name of fourth inventor Michael D. Ellis

Fourth Inventor's signature

Date

Residence $\underline{1300}$ Kingwood Place, Boulder, Colorado $\underline{80304}$ Citizenship $\underline{\text{USA}}$

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		Priority <u>Claimed</u>		
(Number) (Country) (Day/Mont	h/Year Filed	[] [] Yes No		
(Number) (Country) (Day/Mont	h/Year Filed	[] []) Yes No		
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60/193,948 Mare (Application Serial No.) (Fil.	ch 31, 2000 ing Date)			
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(Application Serial No.) (File (patented,	ling Date)	(Status)		
	pendir	ng, abandoned)		
(Application Serial No.) (File (patented,		(Status) ng, abandoned)		
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Matthew T. Byrne, Esq. Scott H. Kaliko, (Reg. James A. Leiz, (Reg. No	No. $45,786)$;	0,934); and		

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Full name of first inventor Sean S. Moore
First Inventor's signature
Residence 2624 East 14th Street, Tulsa, Oklahoma 74104
Citizenship <u>USA</u>
Post Office Address <u>same</u>
Full name of second joint inventor <u>David Berezowski</u>
Second Inventor's signature
Date Peridence 6706 South Olat Fort Assessment Toland
Residence 6706 South 91st East Avenue, Tulsa, Oklahoma 74133
Citizenship <u>USA</u>
Post Office Address same
Full name of third joint inventor Todd A. Walker

Third Inventor's signature

Residence 11126 South 70th East Avenue, Bixby, Oklahoma 74008

Citizenship USA

Post Office Address <u>same</u>

Full name of fourth inventor Michael D. Ellis

Fourth Inventor's signature

Date 3-23-0/

Residence 1300 Kingwood Place, Boulder, Colorado 80304

Citizenship <u>USA</u>

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					Prio Clai	rity med
	(Number)	(Country)	(Day/Month/Year	Filed)	[] Yes	[] No
	(Number)	(Country)	(Day/Month/Year	Filed)	[] Yes	[] No
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	(patented,).) (Filing D		Status) g, abanc	doned)
	(Application)	tion Serial No	(Filing D	ate) (Status)	
				pendin	g, abanc	doned)
	attorneys of transact al	or agents to p	ereby appoint the rosecute this ap the United Stated therewith:	plicati	on and	
		Jeffrey H. I	ngerman, Esq. (R	eg. No.	31,069)	;
		Scott H. Kal	yrne, Esq. (Reg. iko, (Reg. No. 4 z, (Reg. No. 46,	5,786);	,934); and	

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Post Office Address same
Full name of second joint inventor <u>David Berezowski</u>
Second Inventor's signature
Date Residence 6706 South 91st East Avenue, Tulsa, Oklahoma 74133
Citizenship USA
Post Office Address same
Full name of third joint inventor Todd A. Walker
Third Inventor's signature Wodelwale 3-27-01
Date Residence <u>11126 South 70th East Avenue, Bixby, Oklahoma 74008</u>
Citizenship USA
Post Office Address <u>same</u>

Full name of fourth inventor Michael D. Ellis	
Fourth Inventor's signature	
Residence 1300 Kingwood Place, Boulder, Colorado 80304	Date
Citizenship <u>USA</u>	
Post Office Address same	